

Upcoming Titles, Updates and Promotions for July & August 2014

- July 1st: **Disney Bola Soccer**
We released Disney Bola Soccer on July 1st for iOS and Android
- July 8th: **Disney Bola Soccer**
We released this title for Windows phone and Windows Store
- July 10th: **Frozen Free Fall**
Yet another update, version 1.7 was released for iOS and Android. Please note that the versions for each platform are slightly different. Android (1.7.1) and iOS (1.7.0). There was an update version 1.6.1.1 but it doesn't include the newest features/levels of the 1.7. update I've already sent you the details on this update.
- July 17th: **Maleficent Free Fall**
We will have an update version 1.2.0 for Maleficent Free Fall for all platforms.
- July 18th – 20th : **Nemo's Reef weekend event (Pink and Black Batfish)**
Two parallel running events – Open 10 Chests & Grow 6 rare plants
- July 23rd: **Disney Bola Soccer**
Update version 1.1 will be released for iOS and Android at around July 23rd and about a week later, towards the end of the month, they will release the Windows version.
- July 24th: **Star Wars Assault Team**
We will have an update version 1.3 for this title that will include some major changes.
- July 25th: **Amazon Fire Phone**
Amazon's Fire phone will be released on July 25th and we will be releasing the following 6 titles for this new phone. The game play remains the same but we are just modifying the Apps to include the **"Hero Widget"** where you will see a 3D Icon and information about the users progress underneath the icon.
 1. Frozen Free Fall
 2. Maleficent Free Fall
 3. Nemo's Reef
 4. Star Wars Assault Team
 5. Where's my water 2
 6. Where's my water – **The release of this title on Fire phone might be delayed.**

IMPORTANT: Even though we will only modify the above six titles to take advantage of this "Hero Widget" with Fire phone, we were told that Fire Phone users will be able to access all Android Apps currently available on Amazon as well. This is something our QA will start testing, but in case it's true, our users might also be able to download Lost Light for example but the only difference is that the "Hero digit" will not work for it.
- July 25th – 27th **Nemo's Reef weekend event (Golden Pajama Fish)**
- July 28th (Delayed) **Frozen Free Fall on Facebook – We don't have a definite release date for this FB app yet but will most probably be delayed for about a week or two.**


Yup, you read it right J we will have our popular App Frozen Free Fall on Facebook platform by the end of July.


There are still working on it so not everything is ready but I will share as much information as I can but the game is a direct port of the mobile app so everything looks the same.

I will follow up on this next week and will provide some team leads a link to the game so you can get an overview of it. Not everything is working correctly at this stage so the game is not ready to be shared with everyone yet L

- July 30th **Nemo's Reef update**
We will have update version 1.7 for Nemo released by the end of the month. I'll follow up with more details.
- August 1st: **Gravity Falls Mystery Shack Attack (iOS) & Android - FREE SKU**
The main difference is the FREE version only has the first level available for play, with some limited store (non-IAP) items unlocked. There is no IAP in this app. When you click on something that is locked, an interstitial pops up that informs the user that in order to experience more of the game, they need to go purchase the PREMIUM version from the AppStore.
- August 1st: **Mayhem At The Mansion**
This is a Marketing driven App to invite users to the "Mickey's Not-So_Scary Halloween Party" in WDW. This App is using AR (Augmented Reality) and will be released in two phases.
Phase I: August 1st
Phase II: September 1st
- August 5th (delayed) **Disney Living Stories: Legends of Frontierland –**
This app release has been delayed and there is no official release date yet.
This is an App available upon registration at Disneyland Resort ONLY, where users get notifications on some activities or clues to collect in the Frontier land area.
- August 8th – 10th: **Nemo's Reef weekend event – (Black Clown Frogfish)**
This event will be offered to all users and will run parallel with the Google Play Summer Promo. The Google Play only event will start on Thursday August 7th at 3:00 p.m PST while the "Black Clown Frogfish" event will start on Friday August 8th, at 3 PM PST.
- July 24th – Aug 18th **Google Play Summer Promo**
- August 14th : **Dodo Pop**
Dodo Pop, previously called Color Pop, will be released in Geo – Beta in Australia (Google Play) ONLY
The Worldwide release date would be in November 2014
- August 26th : **runDisney**
This is mainly a digital magazine that covers Marathon events organized by Disney across US and other countries, but they would like to submit it as an App. This was originally planned to release back in March/April but they stopped the project and now it's back in the game ☺

And here are some details on this Google Play exclusive Summer Promotion

Title	Round	Copy	Regions Featured <u>Confirmed by Google</u>
Marvel Avengers Alliance	1 (7/24-7/30)	Turn up the Heat this Summer with the Exclusive Fire Starter plus Special Discounts on Powerful Weapons! ' Get the Fire Starter Weapon for a limited time only ! Grab discounts on the Rocket Pistolm (50% off) and the Exsanguinator (25% off) !	GB,IT,FR,LU,
Temple Run Oz	1 (7/24-7/30)	Game will be on sale for \$0.99 - 50% off from \$1.99	US,CA,LATAM,HK,TW,GB,GR,DE,ES,IT,RU,FR,LU,AU,NZ,IE,AT,CH,BE,ZA,NL,TR,PT,NO,FI,D
Doc McStuffins	2 (7/31 - 8/6)	Game will be on sale for \$1.99 - 50% off from \$3.99	US,CA,LATAM,GB,AU,NZ,IE,ZA
Where's My Water?	2 (7/31 - 8/6)	Game will be on sale for \$0.99 - 50% off from \$1.99	US,CA,LATAM,HK,TW,GB,GR,DE,ES,IT,RU,FR,LU,NZ,IE,AT,CH,ZA,NL,TR,PT,NO,FI,DK,IL,EE
Frozen Free Fall	3 (8/7- 8/18)	Get up to 40% discount on Large & X-Large power-up packs! Exclusive on Google Play (Items on sale: Large 2.99>1.99 and X-Large 4.99-2.99) And now join Olaf, Anna, Elsa and your favorite characters to take on a brand new & exciting Summer Challenge!	US,CA,LATAM, JP*, SG,IN,SEA(ID/MY/PH/TH/VN), HK,TW, GB,GR,DE,ES,IT,RU,FR,LU,AU,IE,AT,CH,BE,NL,PT,NO,FI,DK,IL,EE(CZ/PL/HU/SK/RO),
Maleficent Free Fall	3 (8/7- 8/18)	Take 30% off on the large packs to cast more magnificen	US, GB,GR,DE,ES,IT,NZ,IE,AT,CH,BE,NL,PT,NO,FI,DK,EE(CZ/PL/H
Nemo's Reef	3 (8/7- 8/18)	30 % off the regular price discount for 450 pearls (regular \$9.99, during the time of promo it's \$6.99) Family pack with 50 % extra pearls/algae/sand dollars for NEW users only (one-time offer is triggered by quest around user level 5) *this item was not marked as GP exclusive so it could appear on other platforms as well... New limited item (yellow starfish decoration) will appear in the in-game shop with quest related to it – “plant three yellow starfish to the reef” kind of quest. Reward for the quest is a brand new rare fish Hawkfish. The graphical overview is below – bottom right picture shows new starfish decoration with Nemo:	US,CA,LATAM,HK,TW,SG,IN,SEA(ID/MY/PH/TH/VN),GB,GR,DE,ES,IT,RU,FR,LU,NZ,IE,AT,CH,BE,NL,PT,NO,FI,DK,IL,EE(CZ/PL/HU/SK/RO),
			

Star Wars: Assault Team	3 (8/7- 8/18)	<p>EXCLUSIVELY FOR GOOGLE PLAY:</p> <p>Increase reward of the most popular IAP 'Pile of Gems' (4.99USD) by 40%</p> <p>Activate Starter Pack IAP (1.99USD) that gives 15 gems for NEW users only!</p> <p>Special Mission Event with brand new character 2-1B (7/24 to 8/18)</p>	US,CA,LATAM,JP,GB,GR,DE,ES,IT,RU,FR,LU,NZ,IE,AT,CH,BE,NL,PT,NO,FI,DK,EE(CZ/PL/HU/SK/RO),
			
Where's My Perry?	3 (8/7- 8/18)	Game will be on sale for \$0.99 - 50% off from \$1.99	HK,TW,